

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of the claims:

- 1) (currently amended) A method for presenting data, comprising:
receiving the data; and
deriving a multi-level dynamic hierarchical structure for the data based on drilldown sequences input from a user, wherein the drilldown sequences automatically compute a graphical visual comparison of the data and comprise:
deriving a multi-pixel bar chart that simultaneously displays numerical values of to display an aggregated data for plural bars paradigm; and
deriving a graphical illustration that displays a comparison of the numerical values of aggregated data data distribution paradigm.
- 2) (currently amended) The method of claim 1 wherein the comparison includes standard deviations for the numerical values of aggregated data graphical illustration is a multi pixel bar chart.
- 3) (currently amended) The method of claim 1 wherein the plural bars of the multi-pixel bar chart have equal heights further comprising drilling down from the multi-level hierarchical structure to display both the aggregated data paradigm and the data distribution paradigm.
- 4) (original) The method of claim 1 wherein deriving a graphical illustration further comprises providing a comparison of product sales with average product sales to derive a difference in product sales.
- 5) (original) The method of claim 1 wherein deriving a graphical illustration further comprises deriving standard deviations between a plurality of products.

- 6) (original) The method of claim 1 wherein deriving a multi-level dynamic hierarchical structure further comprises inputting preferences from the user for a plurality of different levels of the multi-level hierarchical structure.
- 7) (original) The method of claim 1 wherein deriving a multi-pixel bar chart further comprises ordering a plurality of bars according to product ranking.
- 8) (original) The method of claim 7 wherein ordering a plurality of bars further comprises arranging three consecutive bars to have a highest ranking and arranging three consecutive bars to have a lowest ranking.
- 9) (original) The method of claim 1 wherein deriving a multi-pixel bar chart further comprises coloring pixels green and coloring pixels red, wherein the green pixels represent higher sales than the red pixels.
- 10) (currently amended) A computer-readable medium having computer-readable program code embodied therein for causing a computer system to perform a method of arranging data, said method comprising:
 - determining a set of attributes for placement of the data in a ~~graphically displayable array comprising a pixel bar chart having plural bars that each include~~ a plurality of pixels with each pixel encoded with a portion of the data; and
 - drilling down from the pixel bar chart to derive (1) another pixel bar chart that displays numerical values of aggregated data for each of plural bars and (2) a graph that displays a comparison of the numerical values of aggregated data
 - arranging the pixels into the graphical displayable array to illustrate both an aggregated data paradigm and a data distribution paradigm.
- 11) (currently amended) The computer-readable medium of claim 10 wherein said method further comprises constructing a multi-level hierarchical tree having a plurality of different levels to graphically illustrate at least a portion of the data.

- 12) (original) The computer-readable medium of claim 10 wherein said graphically displayable array comprises an X-axis and a Y-axis.
- 13) (original) The computer-readable medium of claim 12 wherein the X-axis represents a data category and the Y-axis represents a data value.
- 14) (original) The computer-readable medium of claim 10 wherein each pixel is encoded with a color.
- 15) (original) The computer-readable medium of claim 14 wherein the pixels are encoded with a plurality of different colors.
- 16) (currently amended) A computer system, comprising:
a bus;
a display device coupled to the bus;
a computer-readable memory coupled to the bus; and
a processor coupled to the bus, the processor executing code for:
receiving data;
deriving a multi-level dynamic hierarchical structure for the data based on preferences input from a user; and
navigating through the multi-level dynamic hierarchical structure using drilldown sequences input from the user, the drilldown sequences automatically computing (1) a pixel bar chart showing numerical values of aggregated data for each of plural bars and (2) a graph showing comparisons between the numerical values of aggregated data at least one of a graphical illustration to display an aggregated data paradigm and a graphical illustration to display a data distribution paradigm.
- 17) (currently amended) The computer system of claim 16 wherein the pixel bar chart graphical illustration to display an aggregated data paradigm is based on attributes from a previous hierarchical level.

- 18) (currently amended) The computer system of claim 16 wherein the ~~graph-data distribution-paradigm~~ provides a chart with multiple colors to visually signify changes in data distribution at a record level.
- 19) (currently amended) The computer system of claim 16 wherein the ~~graph-data distribution-paradigm~~ comprises a comparison of a dollar amount of product sales during a first period of time with a dollar amount of an average product sales during a second period of time.
- 20) (currently amended) The computer system of claim 16 wherein the ~~graph-data distribution-paradigm~~ comprises over one million data records.